

## **DeCA's web site makes shopping easier**

FORT LEE, Va. (AFPN) -- While people cannot drive to visit the world's busiest commissary, people can now "surf" there. That is because this "commissary" is located on a Web site. Thanks to input from commissary patrons, DeCA's Web site at <http://www.commissaries.com> is now a place where shoppers can find out what is on sale at the commissary of their choice, and make up their own shopping list. "Helpful shopping information from store hours to 'what's on sale' is what DeCA Web site visitors have asked for ever since commissaries.com went live in 1999," said Maj. Gen. Robert J. Courter, Jr., director of DeCA. "DeCA is committed to leveraging technology so our patrons can get the most out of their commissary benefit. We've worked hard to make our new features as customer-friendly as possible, and we invite all our patrons to use it." New and improved features on the Web site include a "savings aisle" button. Located in the site's "shopping" section, the savings aisle lets visitors see what is on special promotion at their local commissary.

Visitors can also build their own shopping list based on the actual list of items carried by the store they select. Special symbols highlight items that are on special. Items on the shopping list can be organized according to the individual's shopping patterns, placing the items they get first at the top of the list and the items they get last at the bottom.

Another new feature is the "what's new" section. Visitors can go there for the latest news and information.

Visitors can also send their ideas and requests in a format designed to receive an appropriate level of response from their commissary, region or DeCA headquarters, by clicking on the "contact DeCA" button.

The "search" feature is located at the top right corner of each Web page to help visitors quickly find the information they want. "Web technology enables the site designers to customize information down to the store level, which is good because shoppers care about what's going on at the store where they shop, not at the other commissaries around the world," said Corintha Russell, Web project manager, whose Web support branch designed the new features.

For example, the design behind the "savings aisle" provides visitors with only those items that are available at the commissary they select. The data files are automatically refreshed daily so they show only "today's values," Russell said.

The Web site also uses the customized information approach. Each commissary maintains its own page, which features information ranging from store hours and store specialty services to dates of the next case lot sale.

Source: Herb Green, Defense Commissary Agency